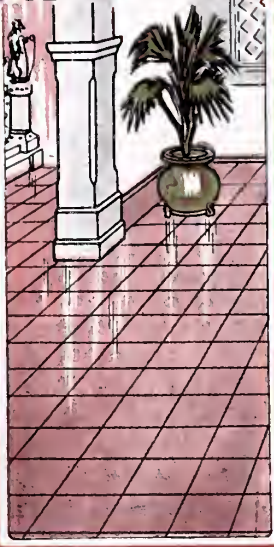
TOCH'S
Cement Filler
and
Cement Floor Paint



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TOCH'S Cement Filler *and* Cement Floor Paint

MAKE PORTLAND
CEMENT FLOORS
EVERLASTING

Manufactured by
TOCH BROS.
320 FIFTH AVE., N. Y.
Works: Long Island City, N.Y.
Toronto, Ont., Canada

A Preliminary Word

IN practice, the constant attrition to which cement floors are subjected causes the surface to crumble away into fine dust—a process technically known as "dusting"—while changes of temperature, oils, acids, etc., all tend to cause the cement to disintegrate, and in some cases to crumble.

The remedy is, obviously, to give the floor a protective coating with a suitable material that will fill up the pores, bind the surface so that it cannot "dust," and protect it against the action of oil, acids, water, etc.,—a coating that can be easily and cheaply renewed, in the event of wear, so that, regardless of purely surface wear, the body of the floor will be practically everlasting.

Prior to 1905 there was no commercial coating on the market for the protection of Portland cement construction. Our invention was the first in the field, and from

Copyright 1914, Toch Brothers, N. Y.

that time to this it has not been superseded by anything more effective. This material was patented on February 27, 1906 (U. S. Letters Patent No. 813841) and is exceptionally rational. The fact that at this time there are a great many infringers tends to indicate that the material has appealed to the general public.

TOCH BROTHERS

A Discovery— Its Consequences

THE essence of our discovery is as follows: All Portland cement liberates lime during the process of setting. Lime is alkaline (which is the opposite of acid) and any oil paint applied to new concrete is destroyed on account of this alkalinity. In studying this condition it was found that a suitable organic acid— preferably an acid resin—applied to cement floors or walls in a thin solution reacts chemically with the lime and produces what is known as calcium resinate. A second coat composed of the same organic acid, mixed with a pigment, stops dusting, makes a floor moisture-proof and oil-proof and produces a floor which is resistant to wear upwards of two years, depending on the wear it gets.

In the following pages we will show you that there are floors which have been resistant to wear for about eight years, and two applications of "Cement Filler" alone were applied, but, of course, on a floor of this character there is not much traffic; if there were, the floor itself would wear out.

CEMENT FLOOR PAINT

PORTLAND cement is more or less open grained and porous, which is shown by the accompanying photomicrographs. When a small particle of sand in the concrete comes in contact with the foot it is naturally dislodged, flies around in the air, and when it settles on the delicate parts of electrical machinery it tends to destroy them, produces sparks, and wears out those places which revolve rapidly and which touch each other.

Cadillac Garage, New York. The floor and part of wall are finished with "Cement Filler" and "Cement Floor Paint," which give perfect protection against cement dust and are impervious to grease or oil.

TOCH BROTHERS: NEW YORK

CEMENT FILLER &

THE application of Toch's "Cement Filler" will bind the lime and the loose particles of the Portland cement floor so thoroughly that this attrition has no effect.

It has been found through repeated experiment that one coat of "Cement Filler" and two coats of "Cement Floor Paint" give astonishing results. If you will look at the illustrations on pages 13 and 20 of the Government Printing Office in the new United States Post Office Building, New York City, you will see the trucks, laden with five hundred (500) pounds of paper, that are being continually trucked over the floor and do not leave any mark, nor is the cement surface abraded.

Engineers' Society Bldg., New York. Floors of auditorium, library, etc., finished with "Cement Filler" and "Cement Floor Paint." Practical engineers *know* what to use.

TOCH BROTHERS: NEW YORK

CEMENT FLOOR PAINT

THE electrical machinery on this floor is dripping oil continually, and oil-soaked waste is allowed to remain on the floor for hours at a time, and at the end of the day when the floor is wiped, the surface is just as good as new. An untreated Portland cement floor can not be properly cleansed because the dirt is tracked into the pores of the floor, and to imagine that all Portland cement floors are non-porous is a mistake, because even the most hard troweled floor becomes porous after it is walked on for a few months, but no Portland cement floor generates dust or dirt after it has been filled and painted with Toch's "Cement Filler" and "Cement Floor Paint."

Chemists' Club Bldg., New York. Some laboratories and wash rooms coated with "Cement Filler" and "Cement Floor Paint." No "dusting."

TOCH BROTHERS: NEW YORK

CEMENT FILLER &

Pennsylvania R. R. Power House, Long Island City, N. Y. *High Voltage Room.* Finished with "Cement Filler" and "Cement Floor Paint" seven years ago, and still in perfect condition.

Pennsylvania R. R. Power House, Long Island City, N. Y. *Turbine Generator Room.* Floor coated seven years ago with two coats of "Cement Filler." Has been oil and water proof ever since, and has not been recoated.

TOCH BROTHERS: NEW YORK

CEMENT FLOOR PAINT

IT must not be understood that our materials will wear forever. The obvious reason is that even a stone floor will wear down in time. It is impossible to say exactly how far our "Cement Filler" penetrates. We have instances where it has penetrated half an inch, and we have other instances where it has not penetrated more than one-sixteenth of an inch, but it will penetrate at least one-sixteenth of an inch in the most compact construction. Inasmuch as no two Portland cement surfaces are homogeneous and uniform, it is obvious that "Cement Filler" will penetrate more in one place than it will in another, hence we give only the *approximate* covering capacities.

The first coat of "Cement Filler" will cover from 250 to 350 square feet per gallon.

New York Athletic Club, New York. *Turkish Bath Locker Room.* "Cement Filler" and "Cement Floor Paint" were used here, because impervious to continuous moisture.

TOCH BROTHERS: NEW YORK

CEMENT FILLER &

THE succeeding coat of semi-gloss "Cement Floor Paint" will cover from 200 to 250 square feet per gallon, and the third coat of gloss "Cement Floor Paint" will cover about the same surface.

Our general recommendation is to apply one coat of "Cement Filler" and two coats of "Cement Floor Paint." If these are properly applied they will last for at least two years, and, in some instances, five or six years; at any rate, the entire coating never wears off, because the entire floor is not always in use, and those parts which do wear off—such as places in front of a lathe, or in front of laboratory tables, passageways, etc., can be touched up once or twice a year at an insignificant expense.

Architects' Building, New York. Here some professionals work. "Cement Filler" and "Cement Floor Paint" were used on many of the floors—a practical professional endorsement, the value of which cannot be over-estimated.

TOCH BROTHERS: NEW YORK

CEMENT FLOOR PAINT

IN coating a concrete floor there are some places where the "Cement Filler" will be absorbed and disappear from sight. Such places are exceedingly porous, and if allowed to remain uncoated will crumble and deteriorate in a very short time; in fact, a soft spot in a concrete floor, if subjected to oil—like the dripping from an automobile or other machinery—will rot the concrete until it becomes almost like hard cheese. Such places must be coated with two, three or even more coats of Toch's "Cement Filler" until they refuse to absorb any more of this material. Once this has hardened, the floor is like granite and absolutely immune to abrasion, water or oil.

Bowling Green Bldg., New York. "Cement Filler" and "Cement Floor Paint" used on *all* floors to harden surface and absolutely prevent "dusting" where teams and auto trucks drive in on lower floor, hence no injury to furniture stored.

TOCH BROTHERS: NEW YORK

CEMENT FILLER &

ON an ordinary cement floor our "Cement Filler" will dry in from five to eight hours at ordinary room temperature, but we advise waiting at least twelve hours before applying the second coat. If the floor appears to be dry inside of an hour, it simply means that the "Cement Filler" has been absorbed by the concrete, and another coat should be applied. On apparently dry surfaces a second coat may be applied in less than five hours.

Old garage floors should preferably be only filled with two coats of Toch's "Cement Filler," but a new garage floor ought to have two coats of Toch's "Cement Filler" and two coats of Toch's "Cement Floor Paint."

Packard Auto Plant, Long Island City, N. Y. "Cement Filler" and "Cement Floor Paint" used on all the cement floors in this building because they are known to resist dripping of oil, etc., better than any other paint.

CEMENT FLOOR PAINT

Government Printing Office, N. Y. Oildrippings from machinery and oil-soaked cotton waste have no effect whatever on Toch's "Cement Floor Paint."

Government Printing Office, N. Y. Two heavy trucks constantly run on this floor, without showing the slightest mark on Toch's "Cement Floor Paint."

TOCH BROTHERS: NEW YORK

CEMENT FILLER &

CONCRETE floors should never be painted before they are at least twenty-eight days old. It is essential to give concrete a maximum time to set; furthermore, in less than twenty-eight days concrete is very likely to contain an abnormal amount of moisture, and inasmuch as our material is a water-proof material, it is naturally repelled by water, and on concrete floors which contain moisture it is likely to curl up and peel off.

World's Tower Building, New York. All thirty floors of this office building coated with Toch's "Cement Filler" and "Cement Floor Paint."

TOCH BROTHERS: NEW YORK

CEMENT FLOOR PAINT

Green Building, Seattle, Wash. All floors painted with "Cement Filler" and "Cement Floor Paint" —which give perfect satisfaction.

TOCH BROTHERS: NEW YORK

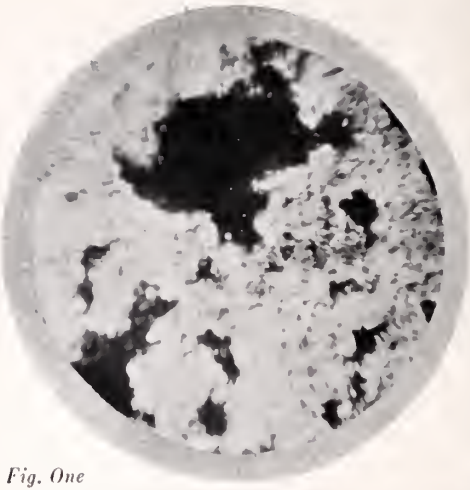
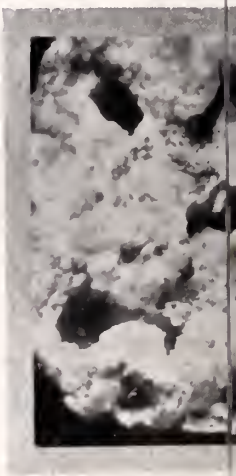


Fig. One

Figure One shows a highly enlarged view of section of Portland cement floor. Note voids in the surface which create "dusting." Toch Brothers' "CEMENT FILLER" and "CEMENT FLOOR PAINT" fill these voids and absolutely prevent "dusting."

Figure Two is a highly magnified view of a fine crack in Portland cement construction—an example of incipient disintegration.



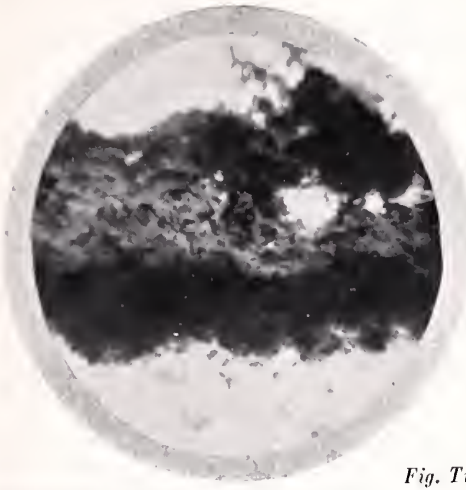
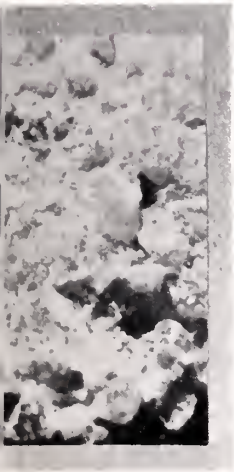


Fig. Two



This can be cured by an application of Toch Brothers' "CEMENT FILLER" and "CEMENT FLOOR PAINT."

Figure Three is a photomicrograph of Portland cement floor composed of two parts sand and one part cement. This floor is porous and will disintegrate rapidly, unless treated with Toch Brothers' "CEMENT FILLER" and "CEMENT FLOOR PAINT."

POINTS TO BE OBSERVED IN USING TOCH'S "CEMENT FILLER" AND "CEMENT FLOOR PAINT"

WE cannot lay too much stress on the importance of applying "CEMENT FILLER" and "CEMENT FLOOR PAINT" properly in order to get the best results. Its use presents no difficulties, yet there are a few simple, fundamental rules that must be followed to secure the best results.

AVOID DAMPNESS When applying Toch's "CEMENT FILLER" and "CEMENT FLOOR PAINT" in new buildings, be sure they are thoroughly dry. New buildings are always damp and merely opening the window will not answer. The proper way to ventilate a building is by opening the windows an inch or so top and bottom, also opening the air ducts in the ventilators if any exist. Then *wait* until the building is thoroughly dry.

LET THE FLOORS BE DRY New concrete floors require from four to five weeks to cure and dry properly, and if the weather conditions are adverse, possibly longer. Bear

this in mind and also remember that it is absolutely necessary that the floors be dry before the priming coat of Toch's "CEMENT FILLER" is applied.

DON'T SPRINKLE THE FLOOR The floor must be clean, but don't wash it or sprinkle it with water. Cement absorbs moisture, and while it may *feel* dry, there may be enough moisture left in it to cause the "CEMENT FILLER" and "CEMENT FLOOR PAINT" to disintegrate. Sweep clean with a dry broom or use a vacuum cleaner— then you're safe.

Frazer & Co's. Laboratory, Chemists' Club, N. Y. Floor treated with Toch's "Cement Filler" and "Cement Floor Paint." Chemicals dropped on this floor do not affect the surface.

CEMENT FILLER &

Government Printing Office, New Post Office, N. Y., *Store-Room.* Heavy trucks are rolled over the floor, and do not show the slightest mark on Toch's "Cement Floor Paint."

Government Printing Office, New Post Office, N. Y. Showing the concrete floors painted with one coat of Toch's "Cement Filler" and two coats of "Cement Floor Paint", after one year's use.

TOCH BROTHERS: NEW YORK

CEMENT FLOOR PAINT

HARD AND SOFT FLOORS On a floor that has been troweled down to a hard finish, the priming coat of "CEMENT FILLER" may be well brushed out, but on a porous or disintegrating floor, apply the "CEMENT FILLER" more liberally.

OIL AND GREASE Paint will not adhere to a greasy concrete surface, hence make sure that any oil or grease spots are thoroughly cleansed before applying Toch's "CEMENT FILLER" or "CEMENT FLOOR PAINT." This can be best accomplished by using a volatile liquid like a mixture of one-half benzine and one-half turpentine, for what is not wiped up is driven deeply into the pores of the concrete. An experienced painter may use a painter's torch to burn out any oil or grease, but an inexperienced person should never do this.

TIME BETWEEN COATS In all cases, allow from twelve to twenty-four hours to elapse before applying the finishing coat of "CEMENT FLOOR PAINT" on the "CEMENT FILLER."

CARRY IT UP THE WALL There is a distinct advantage in extending the coat of "CEMENT FILLER" and "CEMENT FLOOR PAINT" about four feet up vertical walls, pillars, columns, etc. This prevents the soiling of these parts by dust and dirt brought in from outside, and any marks left by leaning articles against

walls or pillars can be readily washed off. A further advantage is that in mopping up, if the finish extends up the wall and into angles, the water cannot get underneath the edges of the coatings. When a tinsmith tins a gutter he carries the tin well up above the water line; then he knows he is safe. The same rule applies here. The extra cost is money well spent.

RENEWALS Once the floor has been properly treated, it is needless to renew the "CEMENT FILLER," but the finishing coat of paint should be renewed about once a year, if necessary; the life of the coating being contingent upon the service to which it is subjected.

LET THE PAINT DRY Like every other coating, Toch's "CEMENT FILLER" AND "CEMENT FLOOR PAINT" must be allowed to dry and harden thoroughly before being walked on. If it is absolutely necessary to use the floor before it is perfectly dry, cover with boards raised on blocks, a couple of inches above the floor. If managers of plants and those interested in the maintenance of concrete floors will observe this very reasonable requirement, they will have no cause to complain of the paint.

EXTRA HEAVY SERVICE Ordinarily, one coat of "CEMENT FILLER" and a finishing coat of "CEMENT FLOOR PAINT" are all that are requisite for good service, but

where the conditions are exceptionally trying, as in printing plants, warehouses or other places where heavy chases, boxes, etc., are dragged across the floor, it is advisable to apply two or three coats of "CEMENT FILLER" only, omitting the "CEMENT FLOOR PAINT." "CEMENT FILLER" is of a neutral color and is not as readily marred as "CEMENT FLOOR PAINT," which dries with a glossy finish similar to a high-class enamel.

Brewster Automobile Plant. "Cement Filler" and "Cement Floor Paint" were used on floors to resist wear of heavy vehicles, as well as water and oil.

NO PUDDLES Never allow puddles of water to collect on a concrete floor whether painted or unpainted.

SOAP Although our "CEMENT FILLER" and "CEMENT FLOOR PAINT" when dry and hard are remarkably resistant to soap, we have always been against the use of soap in washing up a floor which has been treated with our "CEMENT FILLER" and "CEMENT FLOOR PAINT." In order not to be misunderstood on this subject we would like to explain that if we gave general directions to use soap on a concrete floor that has been filled and painted it would include the use of powerful alkaline soft soaps, caustic laundry soaps and soap powder, all of which would be detrimental to a paint of the nature of a varnish resin. When we say not to use soap, we should like to explain to the intelligent consumer that if he uses a soap like Ivory or Fairy, which are both neutral soaps, he can wash up a concrete floor coated with "CEMENT FILLER" and "CEMENT FLOOR PAINT," as often as is necessary.

FLAT CEMENT FLOOR PAINT We do not recommend or make our "CEMENT FLOOR PAINT" so that it will dry with a flat finish. If anyone objects to the use of our "CEMENT FLOOR PAINT" on account of its gloss, let him kindly bear in mind that this gloss will wear off in a few months. To supply a flat "CEMENT FLOOR PAINT" means to add more pigment than the paint ought to

carry, or to add more volatile thinner, both of which have a tendency to weaken the paint film.

We *do* make a semi-gloss "CEMENT FLOOR PAINT" for priming extremely porous floors, or as a second coat on a cement floor where a third coat of "Cement Floor Paint" is to be applied, but the semi-gloss "Cement Floor Paint" should not be applied for the finishing coat.

COLORS "CEMENT FLOOR PAINT" is made in twelve standard shades, but we can make any required shade to order.

Bedell Building, San Antonio, Texas. "Cement Filler" and "Cement Floor Paint" used here to protect the varied stock of this department store.

CEMENT FILLER &

COVERING CAPACITY The covering capacity of both "CE MENT FILLER" and "CEMEN FLOOR PAINT" vary considerably according to the class of work.

"CEMENT FILLER" covers from 250 to 350 squar feet per gallon, first coat, according to the porosity o the surface. On the finishing coat, "CEMENT FIL LER" will cover from 300 to 350 square feet per gal lon. "CEMENT FLOOR PAINT" will cover abou 250 square feet per gallon.

Cadillac Garage, New York. "Cement Filler" and "Cement Floor Paint" were used on floors and half way up walls because they are impervious to oil splashings and moisture. Easily kept clean by washing.

TOCH BROTHERS: NEW YORK

CEMENT FLOOR PAINT

OUTDOOR WORK For exterior work, such as walls and copings, and excepting porch floors, our "LIQUID KONKERIT PRIMER," "LIQUID KONKERIT" finishing coat and "FLEX-SICCO" Ready Mixed Paint should be used. Both the "Liquid Konkerit Primer" and "Liquid Konkerit" are made under Patent No. 813841, and are practically the same as "CEMENT FILLER," inasmuch as the acid resins contained therein do the work, but they are made a trifle more flexible in order to withstand exposure to the elements.

New Post Office, New York. Cement floors were coated with "Cement Filler" and "Cement Floor Paint." Heavy hand trucks are used in the Post Office and mail bags are dragged over the floor, yet there is no "dusting."

TOCH BROTHERS: NEW YORK

Directions for Painting a Portland Cement Porch Floor.

It is quite a difficult problem to make a paint which will stand properly on a Portland cement floor exposed to the weather. Numerous complaints have been received by us which tend to show that painters and users generally have attempted to paint Portland cement porch floors with our materials, using a caustic soda solution to take the old paint off, and then not thoroughly removing the caustic soda. Attempts have also been made to apply our "CEMENT FILLER" and "CEMENT FLOOR PAINT" over old oil paints. In no case do we recommend our coatings to be used over paints of this character, particularly when they have penetrated the surface of the floor The old paint should be scraped off with wire brushes. Do not use chemicals, as it is impossible to remove chemicals entirely When coating a Portland cement porch floor

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Woolworth Building. Toch Brothers' "Cement Filler" and "Cement Floor Paint" were used on a number of the office floors of this building.

CEMENT FLOOR PAINT

TOCH BROTHERS: NEW YORK

the best procedure is to use a first coating of semi-gloss "Cement Floor Paint," which contains enough acid resin to neutralize the lime in the floor, then apply a coat of gloss "Cement Floor Paint," and over that apply a coat of any one of our "Flex-Sicco" Ready Mixed Paints. If this is done in clear, dry weather, good results will be obtained, but if the floors are soaked with rain, the results will be unsatisfactory.

John Luckenbach Bldg., Los Angeles, Cal. Floors painted three years ago and still in perfect condition.

CEMENT FLOOR PAINT

Besides "Cement Filler" *and* "Cement Floor Paint"

We make the following line of high grade specialties for use in connection with concrete brickwork, structural steel, etc:

"CEMENT COLORS."
"TOXEMENT" (Patented).
"LIQUID KONKERIT" (Patented as to Concrete).
"EDINBURGH" MORTAR COLORS.
"TOCKOLITH" (Patented).
"TOXLOXPORE" (Copyrighted).
"R. I. W." DAMP-RESISTING PAINTS.

Toch's 1914 Red Book is replete with valuable data concerning these and other products, and will be sent upon request.

TOCH BROTHERS

Established 1848

Inventors and Manufacturers of
TECHNICAL PAINTS, ENAMELS, COLORS, VARNISHES, WATERPROOFING COMPOUNDS, ETC.

320 FIFTH AVENUE NEW YORK

Works and Laboratories

Long Island City, N. Y. Toronto, Canada

TOCH BROTHERS: NEW YORK

Distributor

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OF A

STANDARD SHADES OF

TOCH BROTHERS'

Sanitary Cement Floor Paint

(PATENTED)

WE have chosen the twelve shades here shown as our standard colors. They are always carried in stock for immediate delivery.

Order by name of shade required. Toch Brothers' CEMENT FLOOR PAINT is put up in one, five or ten gallon cans, half-barrels and barrels.

Any required color can be made to order.

Distributor

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MAKE Portland Cement Construction Water Proof Dust Proof, Oil Proof and Resistant to Abrasion.

CEMENT FILLER *and* CEMENT FLOOR PAINT

FOR use in Toch Method of Treating Portland Cement and Cement Constructions. Patented February 27 1906.